

**Prioritized Strategies and Activities for Outreach to
Multicultural Populations**

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.

	Activity	Estimated Fiscal Impact	Staff Recommend?
1A	<p>Provide training for community members in how City government works and how to effectively influence government decision making</p> <p><i>Staff Note: Though some modification may be appropriate, this type of training was approved by Council in May 2004, as part of the partnership with SVL to develop introductory leadership training for civic engagement for the broad Sunnyvale community.</i></p>	\$3,000 included in proposed FY04/05 operating budget	Yes
1B	<p>B.1. Make full use of ethnic media in the Bay Area.</p> <p><i>Staff Note: News releases in English are currently sent to multicultural media in the Bay Area. Due to current budget constraints, this is the practice staff proposes to continue.</i></p> <p>B.2. Develop more news releases with content that will be of interest to multicultural communities</p> <ul style="list-style-type: none"> Where feasible and appropriate, the language used in news releases should be as inclusive as possible. For example, "The City of Sunnyvale seeks candidates for vacancies on the XXX Board. The City desires to increase the cultural diversity of the Board, and welcomes candidates from all cultural groups." As opportunities arise, develop news releases about events or activities of particular interest to underrepresented cultural groups. An example would be a release about this task force's work, and the Council's pending direction. 	<p>No additional cost</p> <p>No additional cost</p>	<p>Yes</p> <p>Yes</p>
1C	Regularly distribute news releases to community organizations with culturally diverse membership representing Sunnyvale residents	No additional cost	Yes

2. Increase the awareness and responsiveness of City government to multicultural issues within the community.

	Activity	Estimated Fiscal Impact	Staff Recommend
2A	Create a board or commission focused on Multicultural issues and outreach	\$2,500	No
2B	Develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents	\$7,800 included in proposed FY04/05 budget	Yes
2C	Create a multicultural business round table <i>Staff Note: Estimated cost of one round table includes researching groups to invite, drafting and mailing invitations, event logistics, and limited follow-up.</i>	\$800 - \$1000 Business round tables are included in Economic Development's FY04/05 proposed budget.	Yes
2D	Ensure City staff recruitment outreach includes multicultural communities <i>Staff Note: The City distributes job bulletins through the City Web site, Human Resources Office, and Dept. of Employment Development. The City has also provided job information through organizations that serve professional, student, and ethnic interests. As a result of recent layoffs and the continuing budget crisis there has been a decrease in hiring needs which proportionately reduced outreach efforts.</i> <i>The \$20,000 estimate reflects Proposition 209 requirements that outreach activities need to be broad-based and inclusive. Therefore, this estimate reflects outreach activities designed for audiences who are female, minority, disabled, professional, student, and/or of ethnic interest groups. The estimate includes placing quarterly advertisements in community based newspapers, newsletters and/or professional journals; posting information on appropriate internet Web sites, and participating once per quarter in community recruiting events.</i>	\$20,000	Yes <i>Note: The proposed FY 04/05 budget does not provide sufficient funding for broad-based outreach efforts.</i>

	Activity	Estimated Fiscal Impact	Staff Recommend
2E	Provide ongoing recognition of the City's multicultural outreach efforts through Council outreach activities, articles in the Quarterly Report, news releases, in-person Councilmember appearances at cultural events.	Nominal; Councilmembers currently participate in many community cultural activities.	Yes
2F	Develop and implement cultural diversity training throughout the City's internal organization	<ul style="list-style-type: none"> - For general City staff, \$125 per enrollee in a full day class - For DPS officers this type of training is ongoing and included in FY04/05 proposed DPS budget 	Yes as training budgets allow
2G	Participate with other community agencies in a diversity youth forum as opportunity arises	\$800 included in FY04/05 operating budget	Yes
2H	Provide the annual resident satisfaction survey in languages other than English	To date, the survey has been available in Spanish. The resident survey is not budgeted for FY04/05.	Not applicable since survey will not be administered in FY04/05.

3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.

	Activity	Estimated Fiscal Impact	Staff Recommend
3A	3A.i. Facilitate a community-wide multicultural celebration	<ul style="list-style-type: none"> \$20,000 - \$25,000 	No
	3A.ii. Participate in community based cultural celebrations by hosting a City of Sunnyvale booth as opportunities present	<ul style="list-style-type: none"> \$500 included in proposed FY04/05 budget 	Yes
3B	Promote community cultural events, sponsored by nonprofit community organizations, on KSUN	\$250 included in FY04/05 operating budget	Yes

4. Facilitate an increased "sense of community" within Sunnyvale.

	Activity	Estimated Fiscal Impact	Staff recommend?
4A	<p>Encourage neighborhood association outreach and participation strategies that enable neighbors to get to know one another.</p> <p><i>Staff note: FY04/05 proposed budget includes the development of develop block party "kits" posted to the City's web site, staff time for consultation with neighborhood leaders about outreach options, and assistance to neighborhood leaders in navigating City departments to implement neighborhood events and activities.</i></p>	\$3,700 included in FY04/05 proposed budget	Yes

5. Communicate more effectively with limited English-speaking populations.

	Activity	Fiscal Impact	Staff Recommend?
5A	Make full use of ethnic media in the Bay Area. ¹ <i>Staff Note: News releases in English are currently sent to multicultural media in the Bay Area. Due to current budget constraints, this is the practice staff proposes to continue.</i>	No additional cost	Yes
5B	Post "Translation Services Available" signs in most frequently used languages at answer point locations in City buildings. Utilize qualified bilingual staff for translating	\$500 for signage in proposed FY04/05 budget	Yes
5C	Regularly distribute news releases to community organizations with culturally diverse membership representing Sunnyvale residents ¹	No additional cost	Yes
5D	Provide translators at City meetings and events	\$5,000 - \$10,000+	No Instead, staff recommends Activity 5E, encouraging special outreach (including translation) as appropriate to meeting/event content and audience
5E	Increase awareness and sensitivity among City employees for the need to do special communications outreach to non-English-speaking populations. <ul style="list-style-type: none"> Utilize the outreach worksheet developed for the <i>Outreach to Multicultural Populations with Limited or No English Language Skills</i> study, which was conducted for the City by the public relations firm McNutt & Company in September 2003. 	Nominal -- included in FY04/05 operating budget	Yes

	Activity	Fiscal Impact	Staff Recommend?
5F	<p>Develop City guidelines to:</p> <ul style="list-style-type: none"> • Identify eligibility criteria for translating City documents and publications; • Develop City guidelines for translation procedures <p><i>Note: The task force emphasized that document translation was not as important as relationship building with multicultural communities. However, they noted that limited translation of key City documents would be useful. Staff recommendation is that staff work with a 3-5 member task force of staff and community members to develop translation guidelines and bring them back to Council for review in January 2005.</i></p>	Nominal	Yes
